



# **US PAVILION AT MIDO 2006**

**MILAN, ITALY, May 5-8, 2006**



## **EXHIBITOR BOOTH AND SERVICE**

**For the fee of 5.000 euro  
each American Exhibitor at MIDO 2006  
will receive :**

- A 3x3 meter (10'x 10') fully constructed and furnished booth
- On-site assistance of U.S. Department of Commerce staff
- Interpreter services during the event
- General exhibition services
- A common lounge area with complimentary drinks and snacks
- Insertion in the show catalog, with product description translated into Italian
- MIDO 2006 registration fees
- A copy of the MIDO 2006 show catalog



## THE OPTICAL SECTOR

**MIDO**, the world's leading trade fair catering to the optics, ophthalmology and optometry sectors will again be held at the **Milan fairgrounds on May 5-8, 2006.**

**About us:** encouraged by the success of the previous editions, the Commercial Section of the US Consulate in Milan will again **organize a US Pavilion at MIDO**. For a participation fee of **Euro 5 ,000** we will provide exhibitors with a **10' x 10' turnkey booth** , fully equipped and attractively designed. We will take care of **all show logistics** (registration, translation of product description for insertion in the show catalog, booth construction, etc). Moreover, we will provide **on site assistance** before, during and after the show, will manage an **exhibitors lounge**, will **make hotel reservations** at discounted consular rates, will assist with a staff of **qualified interpreters**, and much more!

**About the show:** the MIDO show, ([www.mido.it](http://www.mido.it)) which was initiated 39 years ago, continues to be the leading and truly international trade show of the optical sector. Show figures for 2005 report a total of 1,222 exhibitors, over 60% of which were foreign companies, and 39,278 visitors of which 23,955 were international. The uniqueness of this show is confirmed by the very large presence of foreign visitors from all over the world, who greatly outnumber Italian businesspeople. The product range is very segmented, with a great focus on niche products, on design and on innovative technologies. The show occupies a gross exhibit space of 1,420,000 sq. feet and is held at the very prestigious Milan Fairgrounds. The world optical trade still looks at MIDO as the ideal and most prestigious forum to conduct business at an international level.

**Though Italy is a recognized leader in the eyewear sector, the momentum that MIDO creates in the world of optical goods will provide US companies exhibiting in the US Pavilion a unique opportunity to showcase their products in a truly internationally focused arena.**

**If you are interested in learning more about participating in the US pavilion at MIDO, please contact Federico Bevini at:**

**Federico.Bevini@mail.doc.gov**  
**Phone: +39-02-62688520**



## FOR THE OPTICAL GOODS SECTOR: ARE YOU THERE?

The **Commercial Service** (CS) of the **U.S. Department of Commerce** is pleased to offer you a unique opportunity to enter the Italian and international markets for optics, ophthalmology and optometry by exhibiting in **MIDO**, the world's leading exhibition of the sector. Participation in the U.S. Pavilion at **MIDO, Milan Fairgrounds, May 5-8, 2006** provides you with a fully constructed and furnished booth, on-site logistical and marketing assistance by **U.S. Consulate** personnel, interpreters, assistance with hotel reservations, and much, much more.

**Participation in the U.S. Pavilion at MIDO costs Euros 5,000  
for a 3x3 meter (10"x10") booth.**

**MIDO** brings together companies showcasing a wide range of optical products. These include frames, sport, sun and prescription glasses and lenses, accessories, optometry and ophthalmology instrumentation and equipment, raw materials, data processing systems for optics, tools and machinery for the trade, etc. ([www.mido.it](http://www.mido.it))

### **RAPID RESPONSE FORM**

**Yes! I want to exhibit in the U.S. PAVILION at MIDO 2006**

**COMPANY:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY/STATE/ZIP** \_\_\_\_\_

**TEL:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **WEBSITE:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

Your main business is: ☐ Manufacturing ☐ Services ☐ Other \_\_\_\_\_

Description of products/services: \_\_\_\_\_

**PLEASE FAX OR EMAIL THIS FORM IMMEDIATELY TO:**

**Federico Bevini, Commercial Specialist, Milan, Italy**

**Fax: 39-02-6596561 / Email: [Federico.Bevini@mail.doc.gov](mailto:Federico.Bevini@mail.doc.gov)**